The Media

Notes and Info

Web -> blogs

* “New Media”
  + Check information presented by the “Old Media”

2004 60 Minutes CBS – George Bush (National Guard)

Mass Media and the Internet are essentially unregulated ventures accountable to themselves and their users.

Public Officials

* Have a love/hate relationship with the Media
  + Use -> to advance careers and policies
  + Fear ->able to criticize, expose, and destroy them

Media in the U.S.

* Have a degree of freedom greater than that found in any other nation
  + Among the freest in the world
  + Freedom of Information Act
* America has privately owned media
  + Newspapers don’t need government permission
  + T.V. and Radio need licenses from the FCC
    - Need to renew licenses periodically
      * FCC control has lessened
* Limits to Freedom
  + Must make a profit
  + Potential Media Bias

Change in Politics = Change in Press

Change in Communication = Change in transportation of Communication

The Party Press

* Beginning
  + Politicians created, sponsored, and controlled newspapers to further their interests
    - Circulation was of necessity and newspapers were expensive
      * Newspapers only went to small audiences due to lack of transportation
      * Money usually came from the government or political party
* Washington Administration
  + Federalist
    - Led by Alexander Hamilton
      * Created the Gazette of the United States
  + Republicans
    - Led by Thomas Jefferson
      * Created the National Gazette
  + Presidents and Papers
    - Thomas Jefferson helped start the National Intelligencer
      * Gave editor access to print government documents
    - Andrew Jackson helped start the Washington Globe
    - During this era there were over 50 journalists on the government payroll
      * Newspapers were relentlessly partisan in their views
        + Rarely did one paper portray both sides

The Popular Press

* Society and technology made possible the rise of a self-supporting, mass-readership daily newspaper
  + High-speed rotary printing press
  + Telegraph
    - Transmitting information from Washington
  + 1848 the creation of the Associated Press
    - Allowed telegraphic dissemination of information to newspaper editors on a systematic basis
    - Since information went to all types of newspapers AP had to remain non-partisan or unbiased.
* Affordable newspapers
  + Urbanized areas
    - People could support a daily newspaper
      * Paying 1 penny per copy
      * No longer needed political patronage to survive
  + 1860 Government Printing Office was established
    - Put an end to printing contracts
  + Mass-readership newspapers
    - Was scarcely non partisan
      * Partisanship came from publishers and editors
      * Blended political beliefs with economic interest
    - Attracted readers
      * Sensationalism
        + Violence
        + Romance
        + Patriotism
        + Exposes of

Government

Politics

Business

Society

* + - * Editorials
        + Joseph Pulitzer and William Randolph Hearst

Editorial policy had great appeal for the average citizen and especially for the immigrants coming into large cities

* + - Strong willed publishers
      * Could become powerful political forces
        + Hearst used his papers to agitate for war with Spain when the Cubans rebelled against Spanish rule

Magazines of Opinion

* Yellow journalism
  + Developed around the turn of the century
    - Taste for political reform
    - Belief in doctrines of the progressive movement
  + Magazines appeared
    - Started to discuss issues of public policy
      * Nation
      * The Atlantic Monthly
      * Harper’s
    - Later more broadly based mass circulation magazines were created
      * McClure’s
      * Scribner’s
      * Cosmopolitan
    - Provided means for developing a national constituency for certain issues
* Writers
  + National magazines of opinion provided an opportunity for individual writers to gain a nationwide following
    - Names became household words
* Education of readers
  + More successful papers bought up or eliminated competition of the big-city daily newspapers
    - Reduced the need for extreme sensationalism
      * Change reinforced by education of America’s readers
    - Founding publishers were gradually replaced
  + Changes in circulation needs, audience interest, managerial style, and the emergence of nationally known writers increased the power of editors and reporters and made them a force to be reckoned with
    - In the 1900’s politics dominated the pages of most national magazines
    - Today national magazines that focus on politics and government account for a small declining portion of national magazine market
* Interest groups developed

Electronic Journalism

* 1920’s -> Radio & 1940’s -> Television
* Broadcast
  + Changed how news was gathered and disseminated
    - Few politicians understood the importance for this change
      * In the beginning
  + Broadcast and Audiences
    - Broadcast allows public officials to speak directly to audiences without their remarks being filtered through editors and reporters
      * Enabled politicians to remove the middle man of the newspapers and political parties
    - Downside – people could ignore the broadcast or not listen to it entirely
      * Some public figures would receive prominent (unavoidable space in the newspapers)
      * Space in the newspaper was cheap, broadcast was expensive
      * Not as many personalities can be covered through broadcast
    - Public officials needed to do something of great significance and get free access to broadcast and reporting
      * Or….purchase the time themselves
        + President of the U.S. can get free time to speak to the nation on matters of great importance
      * Rise of the talk show became a political forum
        + Televised town hall meetings
    - Three major television networks
      * ABC
      * CBS
      * NBC
        + Together claimed 80% or more of viewers
      * Last few decades
        + Harder for candidates to get their messages across

Sound bite

Video clip of a presidential contender speaking

42 seconds to 7.3 seconds

* + - * Today
        + Greatly increased and diversified politician’s’ access to the electronic media

Cable television

Early morning news

Show feature length interviews with candidates not clips

Entertainment programs

Prime-time “news magazine” shows

The Internet

* Political news found
  + Summaries of stories from newspapers and magazines
  + Political rumors
  + Hot gossip
* Ultimate free market in political news
  + No one can ban, control, regulate it
  + No one can keep facts, opinions, or nonsense off of it
* Internet and candidates
  + Source of discussion
    - Discuss policies and views
  + Widely viewed
    - Able to get the message out farther and faster
  + Every candidate has a web site
* Voters and political activists can talk to each other

The Structure of the Media

* Two-way street
  + Politicians take advantage of the communications media available to them
  + Media attempts to use politics and politicians as a way of both entertaining and informing their audiences
    - Select, edit, and emphasize material they wish to show
      * For their audiences

Degree of Competition

* Large decline in the numbers of daily newspapers that serve large communities
  + Joint Operating Agreement
    - Same business owns competing newspapers
* Radio and Television intensely competitive
* American press
  + Radio, television, and newspapers
    - Locally owned and managed enterprises
      * Primarily oriented to its local market and local audience
        + More local than national news